

FCC 388

DTV Quarterly Activity Station Report

Instructions

This form should be used to provide the Federal Communications Commission (FCC) with information pertaining to all station activity to educate consumers on the transition to digital television (DTV). All stations should log DTV Transition-Related Public Service Announcements (PSAs) and other DTV activities using the appropriate house (identification) numbers. These logs or records should include the date and time that each DTV activity occurred. This form must be filed in Docket Number 07-148 as Document Type: REPORT, and placed in the station's Public Inspection File. This form must be submitted for each quarter in which a station has DTV Transition education obligations.

Station Call Sign(s)

WLOX, WLOX-DT

Report reflects information for quarter ending (mm/dd/yy)

0	3	3	1	0	8
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Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)?

☐

Option One (A and D)

☒

Option Two (B and D)

☐

Option Three (C and D)

Over the past quarter, have you fully complied with the requirements of this option?

☒

Yes

☐

No

Simulcasting

Are you simulcasting on your Analog channel and your primary Digital stream?

☒

Yes

☐

No

If YES, complete only one form for both. If NO, complete a form for your Analog channel and a second for your primary Digital stream.

Call Sign WLOX, WLOX-DT	Channel Numbers	Community of License			
	Analog 13 <input checked="" type="checkbox"/>	City	State	County	Zip Code
Digital 39 <input checked="" type="checkbox"/>	Biloxi	MS	Harrison	39531	
Licensee WLOX LICENSE SUBSIDIARY, LLC					
Above, check the Channel Number(s) to which this form applies.		Nielsen DMA 160	World Wide Web Home Page Address www.wlox.com		
Facility ID Number 13995	Previous Call Sign (if applicable) WLOX-TV	License Renewal Expiration Date (mm/dd/yy) 0 6 0 1 1 3			

Section A (For broadcasters electing Option One)

Stations that elect Option One must place a copy of this form on the station's public website, if such exists.

On its analog channel, and its primary digital stream, a station must air one transition PSA, and run one transition crawl, in every quarter of every day. This requirement will increase to two PSAs and crawls per quarter per day on April 1, 2008, and to three of each on October 1, 2008. Stations are required to air PSAs or crawls at various times in any given day part, and at least one PSA and one crawl per day must be run during primetime hours. On-air education must not contain inaccurate or misleading statements and must be provided in the same language as a majority of the programming carried by the station. PSAs must be at least 15 seconds, and closed-captioned. Crawls must run during programming for no fewer than 60 consecutive seconds across the bottom or top of the viewing area (See rules for additional details).

Have you aired a sufficient number of eligible PSAs (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

☐

Yes

☐

No

Have you aired a sufficient number of eligible crawls (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

☐

Yes

☐

No

Section B (For broadcasters electing Option Two)

On its analog channel, and its primary digital stream, a station must run an average of 16 transition- related PSAs and 16 transition-related crawls, snipes, and/or tickers per week in each quarter, all between the hours of 5 a.m. and 1 a.m. It must also run one 30 minute DTV-related informational program once, and one 100-Day Countdown piece per day for the 100 days prior to the conclusion of the transition. Comment boxes MUST be used to describe these compliant activities (See rules for additional details).

Total Number of Eligible DTV Transition-Related PSAs and Crawls, Snipes, and/or Tickers (CSTs) Run -- Last Quarter

How many DTV PSAs and CSTs did your station run between 5:00 a.m. and 1:00 a.m. last quarter?

Total 5:00 a.m. to 1:00 a.m. PSAs

7

Total 5:00 a.m. to 1:00 a.m. CSTs

3

For informational purposes only, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 a.m. to 9:00 a.m.?

Total 6:00 a.m. to 9:00 a.m. PSAs

0

Total 6:00 a.m. to 9:00 a.m. CSTs

0

For stations located in the Eastern or Pacific Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 p.m. to 11:35 p.m. (must average at least 4 per week)?

Total 6:00 p.m. to 11:35 p.m. PSAs

Total 6:00 p.m. to 11:35 p.m. CSTs

For stations located in the Central or Mountain Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 5:00 p.m. to 10:35 p.m. (must average at least 4 per week)?

Total 5:00 p.m. to 10:35 p.m. PSAs

3

Total 5:00 p.m. to 10:35 p.m. CSTs

3

Comments (add additional sheets where necessary):

The above figures are for only the one day (3/31/08) of the first quarter in which this rule was in effect.

30 Minute Educational Programs - Last Quarter

How many 30 minute, DTV-related informational programs did your station run during the quarter? At least one such program must be run between the hours of 8:00 a.m. and 11:35 p.m., prior to February 17, 2009.

Total number of 30 Minute Informational Programs

0

Comments (add additional sheets where necessary):

We plan to air at least one 30 minute program about the DTV Transition before February 17, 2009.

100 -Day Countdown Eligible Pieces - Last Quarter Beginning on November 10, 2008, all stations participating in Option Two will engage in special 100-Day "Countdown to DTV" activities. Stations must execute a minimum of one "Countdown To DTV" on-air activity per day during the 100 days leading up to February 17, 2009. During the last quarter, how many of each eligible 100-Day "Countdown to DTV" pieces did your station run?

_____ *Graphic Displays*

_____ *Animated Graphics*

_____ *Graphic and Audio Displays*

_____ *Longer Form Reminders*

Comments (add additional sheets where necessary):

Section C (For Noncommercial broadcasters only)

On its analog channel, and its primary digital stream, a station must air 60 seconds per day of on-air consumer education, in variable timeslots, including at least 7.5 minutes per month between 6 pm and 12 am. Beginning May 1, 2008, this requirement doubles, and beginning November 1, 2008, it increases again, to 180 seconds per day and 22.5 minutes per month between 6 pm and midnight. It must also run one 30 minute transition education piece once (See rules for additional details).

Have you aired a sufficient amount of consumer education (60, 120, or 180 seconds per day, depending on the date) during each day this quarter?

☐

Yes

☐

No

30 Minute Educational Programs - Last Quarter

How many 30 minute, DTV-related informational programs did your station run during the quarter? The comment box may be used to describe this activity. At least one such program must be run between the hours of 8:00 a.m. and 11:35 p.m., prior to February 17, 2009.

Total number of 30 Minute Informational Programs

Comments (add additional sheets where necessary):

Section D (For all broadcasters)

Additional DTV On-air Initiatives - Last Quarter Did your station run additional on-air initiatives (such as news reports, town hall meetings, etc.) during the quarter? The comment box may be used to describe these initiatives.

☒ Yes ☐ No

Comments (add additional sheets where necessary):
On Feb. 18th and March 17 our 5:00pm, 6:00pm, and 10pm news shows aired news stories which focused on the DTV Transition (see Exhibit A).

Station Website Additional Activity Related to the DTV Transition - Last Quarter

Does your station have a Website? ☒ Yes ☐ No

If YES, did your station provide additional DTV related information or activities on that Website? The comment box may be used to describe what was posted on the station's Website.

☒ Yes ☐ No

Comments (add additional sheets where necessary):
Our website features a page dedicated to the DTV transition, explaining what it is, the converter box coupon program, and a place to ask questions.

Additional DTV Outreach Efforts -- Last Quarter Check all of the DTV related activities listed below that your station engaged in over the last quarter. The comment box may be used to describe this activity.

☒ Speaking Engagements

Comments (add additional sheets where necessary):
Pascagoula Rotary Club 2/20/2008 (see Exhibit B)

☐ Community Events

Comments (add additional sheets where necessary):

☒ Other (describe)


Comments (add additional sheets where necessary):
We have aired a number of editorials about the DTV Transition.

This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.

Comments (add additional sheets where necessary):
In addition to the PSA's mentioned above, we have aired a number of :30, :20, & :10 second Digital Transition PSA's on our Analog Ch. 13 & Digital Ch.13-1 and on our Digital Ch. 13-2, 24/7 Weather (which is also on cable channel 61). (see Exhibit C)

STATION CERTIFICATION

I certify that the statements in this document are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

Typed or Printed Name of Person Signing John Armstrong	Typed or Printed Title of Person Signing Chief Engineer & Chief Operator
Signature 	Date 04/03/2008

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

FCC NOTICE REQUIRED BY THE PAPERWORK REDUCTION ACT

We have estimated that each response to this collection of information will take 3 hours. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PERF, Paperwork Reduction Project (3060-1115), Washington, D. C. 20554. We will also accept your comments via the Internet if you send them to pra@fcc.gov. Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-1115.

THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.

FCC Form 388 Exhibits

Exhibit A

On February 18th, 2008, WLOX produced several news segments to educate the public about the upcoming DTV transition.

On our "Good Morning Mississippi" newscast, we began with an ABC news story that included information from the FCC and an interview with FCC Chairman Kevin Martin. Our 4 o'clock show included a live interview with WLOX Station Manager Dave Vincent and local Sales Manager Don Moore on just how the switch would impact viewers. We also ran an interview during our 5pm news and a detailed news segment at 6pm which included interviews from our station manager, local sales manager and Chief Engineer John Armstrong, who explained to viewers what the converter box would do and how they would go about receiving the DTV signal.

On March 17th, 2008, WLOX ran news stories during our 5, 6, and 10pm newscasts which focused on the converter box program and the receivers that would allow viewers to pick up the DTV signal on an older analog set.

Exhibit B

On February 20, 2008, Station Manager David Vincent and Local Sales Manager Don Moore spoke before the Pascagoula Rotary Club about the upcoming DTV Transition. Approximately seventy people were in attendance. Mr. Vincent and Mr. Moore explained what the transition would mean to viewers, who would be affected, and what needed to be done in order to continue to receive over the air broadcasts. They also answered questions from the audience.

Exhibit C

In addition to the PSA's and CST's aired on 3/31/08, we have also aired the following number of Digital Transition PSA's in the first quarter of 2008.

On analog channel 13-0 and Digital Channel 13-1:

Sixty Seven 30 second PSA's, Thirty One 15 second PSA's, & Twenty Three 10 second PSA's

On our 24/7 Weather channel on Digital channel 13-2 (cable channel 61):

Seventy Two 30 second PSA's, Twenty 15 second PSA's & Two 10 second PSA's